

# Utah Film Commission Commercial Entry Packet

Please read the information and sign the Utah Film Commission Application of Intent and Consent to Use Official Utah Film Commission Marks and State of Utah Marks and send back to :

Utah Film Commission  
C/o Aaron Syrett  
324 South State Street, Suite 500  
Salt Lake City, Utah 84111  
Or  
for more information call  
801.538.8740 • facsimile 801.538.8746

This document can also be downloaded on the Utah Film Commission Website: [film.utah.gov](http://film.utah.gov)



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## **UTAH FILM COMMISSION CALLS FOR ENTRIES**

The **Utah Film Commission** wants you to produce and direct their television commercial! Contestants can submit a campaign or individual commercials. Up to 4 commercials will be chosen to represent the **Utah Film Commission** during the **2004 Sundance Film Festival**. The winners will receive \$1500 cash per winning commercial, An Official Utah Film Commission coat, passes to the **2004 Sundance Film Festival**, and tickets to various receptions and parties at the **2004 Sundance Film Festival**.

The winning commercials will air a total of 66 times during the **2004 Sundance Film Festival** on Park City Television's "**In the Can**". The program features interviews of actors, directors, and producers of the top movies being screened during the **2004 Sundance Film Festival**. Last year, "**In the Can**" was flooded with calls from publicists trying to get their movies on the show. The show has become required viewing for many motion picture executives. This is a great way for local and budding filmmakers to be seen by many of the top Hollywood decision makers.

### **Objective**

To produce and direct a 30 second commercial that promotes Utah as a viable place to make motion pictures. Your spots should be written and shot to communicate a message that will be seen as important by the target audience by using different advertising techniques ([see attachment](#)). Always remember to keep in mind that your goal is to attract attention, hold interest, arouse desire and motivate action.

### **Message**

Utah is a premier place to shoot all filmed entertainment! Utah has world-class locations. Utah has a crew base that is second to none. Utah is an hour and a half from Los Angeles. Utah has a large talent pool. UTAH! Where Ideas Connect! This is the over-riding brand of the State of Utah and should be the central theme of your commercial.

### **Target Audience**

Producers / Directors / Writers / Motion Picture and Television Executives

### **Specifications and Requirements**

Application of intent and consent to use official marks and logos must be made. ([see attachment](#))

30 second commercial

Broadcast Quality (35mm, 16mm, Beta sp, DV, and Mini-DV)

Submissions must be turned in on VHS duplicate or DVD duplicate

Utah Film Commission logo (UFC will provide a Vector EPS)

Utah Film Commission phone number (800.453.8824)

Utah Film Commission web site ([film.utah.gov](http://film.utah.gov))

Utah! Where Ideas Connect logo (UFC will provide a Vector EPS)

Must be a Utah resident or attending school in Utah

**IMPORTANT:** The winning commercials will need a Beta Master, DV Master, or Mini-DV Master

### **Timeline**

September 2, 2003 contest announced

September 30, 2003 application of intent due

December 1, 2003 all submissions due

December 2 – 17, 2003 submissions juried by motion picture and advertising professionals

December 18, 2003 winners announced at the UFC holiday film industry luncheon \*(date subject to change)

January 15, 2004 thru January 25 - Sundance Film Festival; Spots will air

### **Send All Submissions To:**

**Utah Film Commission  
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801.538.8740 • facsimile 801.538.8746**

NOTE: All winning footage becomes property of the State of Utah Department of Community and Economic Development and the Utah Film Commission. Submissions will be returned by calling the Utah Film Commission and making an appointment to pick them up.

Utah Film Commission Application of Intent  
and Consent to Use  
Official Utah Film Commission Marks and State of Utah Marks

Name: \_\_\_\_\_  
(First) (Middle) (Last)

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

By submitting this form you are stating that it is your intention to enter the Utah Film Commission commercial contest. This form does not bind you to make an entry. If you choose to withdraw from the contest you may do so at anytime.

By signing this form you agree that any loaned material such as: official marks and logos, will only be used for this contest. You agree that you will not make duplicates of marks and logos for any other use. You agree that if you choose to withdraw from this contest, you will advise the Utah Film Commission and turn over any marks and logos that were loaned to you, and you will turnover any master and copies of materials that the logos and marks reside on.

You agree that you will not use any plagiarized media in your submission. You agree that if you choose to incorporate into your final submission any type of medium of other people's works, you will get prior written permission.

You agree that you have read and understand all the specifications, requirements, deadlines and notes.

\_\_\_\_\_  
Signature (or Guardian if applicant is under 18)

\_\_\_\_\_  
Date



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## **Advertising Techniques**

### **avant garde**

The suggestion that using this product puts the user ahead of the times *e.g. a toy manufacturer encourages kids to be the first on their block to have a new toy*

### **bandwagon**

The suggestion that everybody is using the product and that you should too in order to be part of the group *e.g. a credit card company quotes the number of millions of people who use their card*

### **facts and figures**

Statistics and objective factual information is used to prove the superiority of the product *e.g. a car manufacturer quotes the amount of time it takes their car to get from 0 to 60 mph*

### **glittering generalities**

"Weasel words" are used to suggest a positive meaning without actually really making any guarantee *e.g. a famous sports personality says that a diet product might help you to lose weight the way it helped him to lose weight*

### **hidden fears**

The suggestion that this product will protect the user from some danger *e.g. a laundry detergent manufacturer suggests that you will be embarrassed when strangers see "ring around the collar" of your shirts or blouses*

### **magic ingredients**

The suggestion that some almost miraculous discovery makes the product exceptionally effective *e.g. a pharmaceutical manufacturer describes a special coating that makes their pain reliever less irritating to the stomach than a competitors*

### **patriotism**

The suggestion that purchasing this product shows your love of your country *e.g. a company brags about its product being made in America and employing American workers*

### **plain folks**

The suggestion that the product is a practical product of good value for ordinary people *e.g. a cereal manufacturer shows an ordinary family sitting down to breakfast and enjoying their product*

### **snob appeal**

The suggestion that the use of the product makes the customer part of an elite group with a luxurious and glamorous life style *e.g. a coffee manufacturer shows people dressed in formal gowns and tuxedos drinking their brand at an art gallery*

### **transfer**

Words and ideas with positive connotations are used to suggest that the positive qualities should be associated with the product and the user *e.g. a textile manufacturer wanting people to wear their product to stay cool during the summer shows people wearing fashions made from their cloth at a sunny seaside setting where there is a cool breeze*

### **testimonial**

A famous personality is used to endorse the product *e.g. a famous hockey player recommends a particular brand of skates*

### **wit and humor**

Customers are attracted to products that divert the audience by giving viewers a reason to laugh or to be entertained by clever use of visuals or language